

CITIZENS' TASK FORCE ON CHARGERS ISSUES
FINANCE COMMITTEE MEETING

SUPER BOWL ECONOMIC/FISCAL IMPACTS OVERVIEW
October 14, 2002

- I. The National Football League (NFL) Provided the Following Documents:
 - a. Impact Analysis of Super Bowl XXXII on the City of San Diego, San Diego County, and the State of California – October 1998
 - b. Super Bowl Host City Economic Impact Overview
 - c. The Super Bowl Experience – Super Bowl XXXVI Video
- II. The NFL Offered Additional Support
 - a. The NFL has offered to supply expert testimony and is available to respond to questions.
 - i. Jim Steeg
 - ii. Rick Horrow
 - iii. Mike Casinelli (San Diego Resident)
 - b. The NFL asked that the video be shown to Task Force members.
 - c. The NFL can supply additional materials if necessary.
- III. Barrett Sports Group, LLC (BSG) Provided the Following Additional Documents:
 - a. The Economic Impact of the 2002 Super Bowl on the New Orleans Area Economy
 - b. The Economic Impact of Hosting Super Bowl XXVIII on Georgia

Note: Additional reports may be available if necessary.
- IV. Summary of Key Findings – Impact Analysis of Super Bowl XXXII on the City of San Diego, San Diego County, and the State of California – October 1998
 - a. Report Prepared by PricewaterhouseCoopers LLP
 - b. Conducted Primary Research through Surveys of Visitors:
 - i. On-Site (NFL related events)
 - ii. Media Representatives
 - iii. Media Organizations
 - iv. Corporate Sponsors
 - v. NFL Contractors
 - vi. Major Groups
 - vii. NFL Representatives
 - viii. Host Committee
 - ix. Local Businesses

CITIZENS' TASK FORCE ON CHARGERS ISSUES
FINANCE COMMITTEE MEETING

SUPER BOWL ECONOMIC/FISCAL IMPACTS OVERVIEW
October 14, 2002

- x. Take Home Surveys Distributed at the Following Locations:
 - 1. Local Hotels
 - 2. Airport

- c. Calculated Impacts Generated by Visitors Only (Estimated at 125,000 Total Visitors) – Did Not Include San Diego Resident Impacts

- d. NFL Events Conducted in San Diego:
 - i. Super Bowl Game – January 25, 1998
 - ii. NFL Experience – January 23/24, 1998
 - iii. Super Fest – January 23, 1998

- e. Economic Impact Definition:
 - i. Direct Impacts – Initial (new) spending in San Diego resulting from the Super Bowl (and related events) generated by visitors, media and other organizations listed above.
 - ii. Indirect Impacts – The portion of the direct spending that is “respent” within the region’s economy.
 - iii. Economic Impacts – Total of Direct and Indirect Impacts

- f. Direct Spending Summary:

<u>Direct Spending</u>			
<u>Category</u>	<u>City of San Diego</u>	<u>San Diego County</u>	<u>State of California</u>
Visitors	\$68,270,000	\$89,280,000	\$81,860,000
NFL	\$10,230,000	\$10,250,000	\$10,520,000
Media	\$5,770,000	\$5,770,000	\$6,100,000
NFL Contractors	\$3,930,000	\$3,930,000	\$9,540,000
Corporate Sponsors	\$3,250,000	\$3,280,000	\$3,280,000
Major Groups	\$2,370,000	\$2,370,000	\$2,370,000
Host Committee	\$1,300,000	\$1,300,000	\$1,300,000
Other	<u>\$7,740,000</u>	<u>\$7,740,000</u>	<u>\$7,740,000</u>
Total	\$102,860,000	\$123,920,000	\$122,710,000

Note: The report estimates that visitors spent \$1.1 million in Mexico – not included above.

- g. Economic Impact Summary (Based on Direct and Indirect Impacts):
 - i. The report utilized industry-specific IMPLAN multipliers based on data supplied by the U.S. Department of Commerce Bureau of Economic Analysis.

CITIZENS' TASK FORCE ON CHARGERS ISSUES
FINANCE COMMITTEE MEETING

SUPER BOWL ECONOMIC/FISCAL IMPACTS OVERVIEW
October 14, 2002

<u>Total Economic Impacts</u>		
<u>Sales Volume</u>	<u>Low</u>	<u>High</u>
State of California	\$229,500,000	\$318,900,000
San Diego County	\$218,100,000	\$294,600,000
City of San Diego	\$177,800,000	\$206,700,000
<u>Resident Income</u>		
State of California	\$93,400,000	\$127,200,000
San Diego County	\$89,600,000	\$118,600,000
City of San Diego	\$73,700,000	\$84,900,000

- h. Fiscal Impact Summary:
- i. Sales Tax (City/County/State)
 - ii. Accommodation Tax (City/County)
 - iii. Personal Income Tax (State Only)

<u>Total Fiscal Impacts</u>		
<u>Tax Revenues</u>	<u>Low</u>	<u>High</u>
State of California	\$9,260,000	\$11,380,000
San Diego County	\$1,290,000	\$1,470,000
City of San Diego	\$3,090,000	\$3,170,000
Total	\$13,640,000	\$16,470,000

- i. Displaced Impacts
- i. Displaced Impacts Can Result From:
 - 1. Tourists/Conventions that avoided San Diego during the Super Bowl.
 - 2. Non-Local retailers selling merchandise to local residents that would otherwise have purchased from local retailers.
 - 3. Non-Local retailers taking proceeds out of the region.
 - 4. Local residents that leave the region to avoid congestion.
 - ii. Displaced Impacts Not Quantified As a Result of the Following Factors:
 - 1. Impossible to quantify hotel room nights lost versus rescheduled.
 - 2. Potential losses offset by future events held by meeting planners that attended the Super Bowl.
- j. Other Impacts
- i. Incremental Room Nights Estimated at 126,000
 - 1. Increased Hotel Occupancy Rates in Janaury
 - 2. Increased Average Daily Room Rates in Janaury
 - ii. Local Businesses and Attractions Experienced Increased Activity

CITIZENS' TASK FORCE ON CHARGERS ISSUES
FINANCE COMMITTEE MEETING

SUPER BOWL ECONOMIC/FISCAL IMPACTS OVERVIEW
October 14, 2002

- iii. Media Exposure
 - 1. Domestic Viewers – 133,400,000
 - 2. International Viewers – 800,000,000 (190 Countries)
 - iv. Charitable Contributions – Estimated at \$2,850,000
 - 1. Coca Cola contributed \$1.5 million to San Diego schools and area football programs in addition to charitable donations above.
 - v. Community Events
 - vi. Infrastructure Improvements
 - vii. Positive Long Term Impacts on Visitation
- k. Visitor Profile Conducted
- l. Economic Impact Comparison to Other Local Events Provided
- i. Buick Invitational
 - ii. Holiday Bowl
 - iii. Republican National Convention
 - iv. Super Bowl XXII